

# A MAD LOOK AT

## GUARANTEES and WARRANTIES

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### HOW IT USED TO BE...



Incredibly, there was a time when a Dealer backed his products in writing.



This guarantee was unconditional, with no "ifs", "ands" or "buts" anywhere!



Dealers could do this because Manufacturers backed up their products, too!



When a Dealer unloads a product today, he's finished. His only concern then is where the next sucker is coming from!



When problem arises, Dealer will refer customer to distant Manufacturer. This proves to be costly and inconvenient.



And if customer tries to stop payments, he is immediately sued by bank. Dealer and Manufacturer couldn't care less!



## THE ROYALSHAFT MUFFLER CO. Guarantees

TO REPLACE ABSOLUTELY FREE OF CHARGE (OTHER THAN ACTUAL LABOR COSTS) ANY MUFFLER THAT PROVES DEFECTIVE FOR ANY REASON WHATSOEVER AS LONG AS PURCHASER OWNS THE CAR IN WHICH MUFFLER WAS ORIGINALLY IN.



This means your muffler worries are over, but it does not mean your labor worries are over! You'll find that "actual labor costs" for replacing a defective muffler comes to exactly what a new muffler costs completely installed. Yep, when it comes to this deal, it seems your car wasn't the only thing that got a "Royalshaft"!

## The Coldshoulder Air Conditioner Company

### Warrantees

your Model-3 Air Conditioner for 5 years and guarantees to repair it free any time (at its option) during that period.



This means don't hold your breath till the repairman comes. You'll turn blue and it won't be from the air conditioning. Since air conditioners always break down when they are most needed, there will be 20,971 calls ahead of you. And since the company can get around to you "at its option" anyway, why hire another repairman?

## The Dirtydeal Washer Company

### Warrants

this Washing Machine to be free from operational defects for one year, providing it is properly installed in strict accordance with the Manufacturers exact specifications.

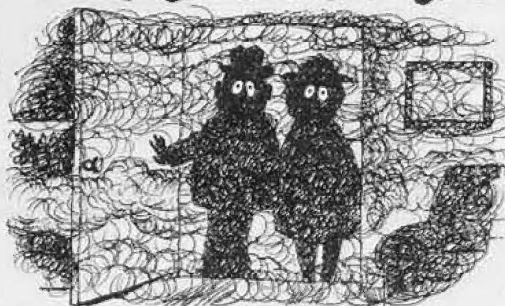


This means that if your Dealer sent an illiterate slob to install the machine, you've had it! When it breaks down, the Dealer blames the Manufacturer . . . and the Manufacturer blames the installation. Either way, you get a dirty deal, and your family gets dirty laundry!

## The General Hectic Stove Co.

### Unconditionally Guarantees

to replace any and all defective parts in your new G. H. SUPERSAFE "SET-AND-FORGET" OVEN RANGE but in no way accepts responsibility for any damage caused either directly or indirectly by any failure of such part.



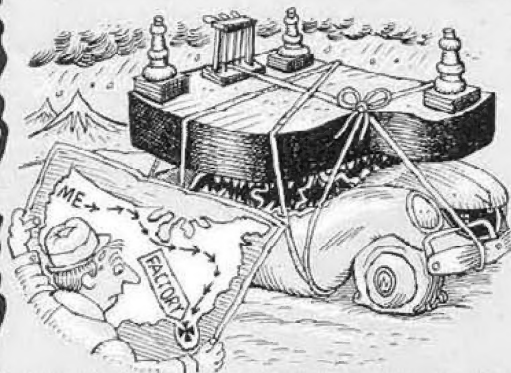
This means that when you return home to find the house filled with thick black greasy smoke caused by an automatic timer that failed to operate correctly, all the company is obligated to do is replace the timer (\$4.98). The damage to your home (\$14,350.00) is your problem!



★★★★★★★★★★★★★★★★★★★★  
**\* The Tintone Piano Co. \***  
 ★★★★★★★★★★★★★★★★★★

## Unconditionally Guarantees

this Piano for 10 years, and will replace any defective part providing the piano is returned to the factory for repairs.



Although this provision discourages pesty customers with annoying minor complaints like scratches, etc., it also discourages people with major complaints like the piano doesn't play at all. Shipping a piano back to a factory isn't exactly the cheapest thing to do!

## The Tendermade Lawnmower Co. Unconditionally Warrants

this lawnmower against manufacturing defects for 2 years and will repair or replace it **FREE** at any time during that period, unless in our judgment, it has been abused.



Since it is up to the company to determine what is and what is not "abuse", you can forget this Warranty! In the case of the customer above, he lost out completely because, in the judgement of the company, the mower was "viciously abused"! It was used to cut crab grass!

## The Fragileframe Typewriter Co. Unconditionally Warrants

its Model 7-J Portable Typewriter for five years. This Warrantee void outside continental limits of the U.S.A.



If you're planning to make a trip abroad, better think twice about taking your new typewriter with you. You might find yourself in trouble—guarantee-wise. (Isn't it curious that this little provision always seems to show up in Warrantees for products like steamer trunks, luggage, portable radios, binoculars, cameras and guns?)

## The Schlock Electric Shaver Co.

### ❖ GUARANTEES ❖

this Model 5 Electric Shaver against manufacturing defects and workmanship. This Guarantee applies only to original purchaser. Proof of purchase is required for all claims and adjustments.

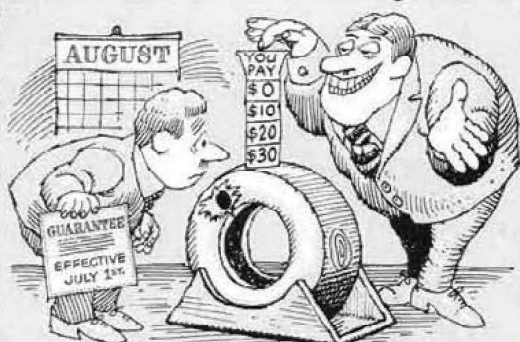


Christmas, Fathers Day, Graduation and Birthdays are when most electric shavers are sold, so the company has a pretty safe deal here. Getting the shaver as a gift means you're not the original purchaser. Since that's how you got yours, the closest shave you're going to have is when the little monster shorts out!



## THE FASTWEAR TIRE CO. GUARANTEES

each and every one of its tires for the life of the original tread.  
If a tire fails, the company will replace it, charging only for the actual tread used, and pro-rated against the actual purchase price.



This means that when your \$30.00 Fastwear Tire blows out after only one month, and you return it for your guaranteed replacement, you're going to find that you only have \$1.00 worth of tread left. Because Fastwear Tires also go bald after only one month. Which means your guaranteed replacement tire will cost you \$29.00.

## THE FUELHOG Heating Equipment Company GUARANTEES To Repair Free Of Charge

any operational failure or defect which may develop at any time in the entire Fuelhog Installation, providing the customer agrees to pay for all original equipment parts used in making the repair, the charge for such replacement parts to be left to the sole discretion of



When you need a repair, you'll discover what the term "original equipment parts" actually means. It means a 3000% mark-up in price, that's what it means! Then, it'll be up to you to decide whether the ten minutes of "free" labor you're entitled to under the guarantee is worth the \$47.00 overcharge you're paying for the "original equipment part". According to this, replacing the entire system in parts would cost \$2,000,000.

## Conglomerate Industries Inc. GUARANTEES

EACH AND EVERY PRODUCT MANUFACTURED BY ITS COMPANIES, INCLUDING:

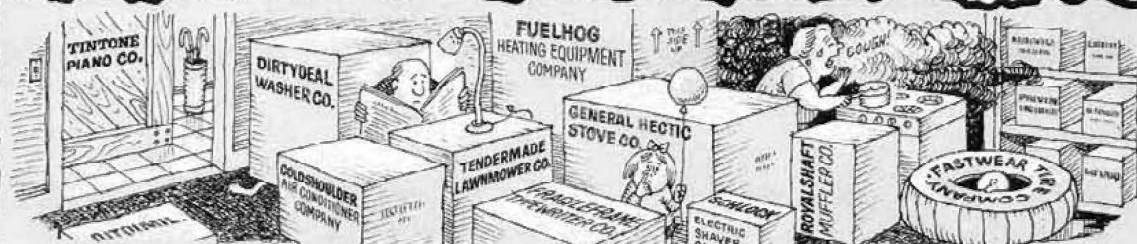
The Royalshaft Muffler Co.  
The Dirtydeal Washer Co.  
The Tintone Piano Co.

The Fragileframe Typewriter Co.  
The Fastwear Tire Co.  
The General Hectic Stove Co.

The Tendermade Lawnmower Co.  
The Schlock Electric Shaver Co.  
The Fuelhog Heating Co.

The Coldshoulder Air Conditioner Co.

provided that, when they are returned to their factories for repairs, the products are repacked and shipped in their original factory cartons.



This means that you've got to hold on to each and every carton, case and crate... and all the excelsior, straw,

shredded paper, plastic padding and styrofoam that came with them... for the life of every product's guarantee!